Ivy Radio Network

Board of Directors Meeting

February 5, 1966

Agenda

1) Reading of Minutes
2) Pre sident's Report
3) Business Manager's Report
4) General Manager's Report
5) New Business
6) Old Business
   a) Expansion
   b) Spring Convention

Winter Board Meeting
Yale University
New Haven, Conn.

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IVY NETWORK CORPORATION

FEBRUARY 5, 1966

The Board of Directors' Meeting was called to order by Scott Robb. Motion to dispense with the reading of the minutes of the previous meeting was so moved and seconded.

Business Manager John Sullivan passed out station's checks. He urged all stations to co-operate with sponsor's requests; such as producing tapes of previous year's commercials. He explained the apparent delay in receiving the Newsweek copy and the fact that nothing can really be done about it.

Scott Robb explained how U.P.I. Audio worked and the benefit it serves the stations who carry it. It will be tried on campus next fall, and ten stations must subscribe including Princeton, Yale, Penn and Harvard. It was suggested that if a new show was sold to a local sponsor for $50, the cost of UPI would be paid for with a small profit.

Next, Scott Robb encouraged a unified promotional effort for TWA Airlines. He asked if individual stations would submit ideas to the New Haven office as soon as possible. It was mentioned that Ivy was planning to broadcast the Congressional elections next year. Hopefully, everything would be negotiated by spring. Everything was expected to run smoothly.

Tapes of an interview with Woody Allen, furnished by Lowe's Hotels, was sent to the Ivy Stations. Segments of the tape were to be played by the stations as a promotional effort in exchange for the hospitality extended to Ivy members at the Drake Hotel.

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Scott Robb also mentioned that only Ivy representatives may make contacts for AM national advertising. This is according to the service agreement signed by each station. This is for the protection of all the stations involved.

Mr. Ryan inquired of the other stations what they had in the way of board of overseers, etc., and in what capacity they worked with the stations. Mr. Hill and Mr. Leistritz briefly outlined their station's operation. Mr. Leistritz made the point that qualified persons who have the station's interests in mind are of immeasurable value.

Scott Robb then passed on to the topic of network expansion. (Proposals by IVY and WFBR were distributed.) Mr. Spragow started the discussion. He thought that actual sales time should be no more than a contractual agreement between all stations involved, and Ivy radio, as opposed to the affiliate representation proposal. Mr. Robb pointed out that it was just a matter of a board that would meet and discuss any problems. It wasn't a policy making board. It is to advise on grievances and voice suggestions.

Mr. Spragow suggested that to benefit the network, the summer sales program should not be limited to Yale people. Mr. Robb explained that the summer could be used in training quite a few people, and he and John Sullivan could devote time from now until September to set up an organization at Yale just for administrative purposes which would be necessary. If it is to work, it has to be started immediatly.

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among the stations. A weekly news bulletin was suggested that would procure information from each promotion department and submit weekly notices about what is going on in the way of new promotional ideas. Also in the way of projecting more of an "Ivy image", he suggested more publicity on the college radio and Ivy business cards and stationery.

Ivy rates was explained by Mr. Robb. There is one rate for all the schools regardless of enrollment. He also explained how the corporate structure of the "member stations" would operate.

Mr. Hall brought up the question of the desirability or the necessity of expansion. Mr. Sullivan thought that Ivy expansion would provide greater publicity for Ivy, and, as a result, Ivy could sell more effectively. Mr. Sullivan also stated that if expansion was to be profitable, a minimum of 8 to ten stations must join, and these schools should keep as close as possible to the Ivy image. Mr. Robb also pointed out that it is not feasible for a sponsor to participate in an ad campaign to reach a radio station for a contract value at between five and ten thousand dollars. The idea is to get them interested in college radio as a body. It is important to keep the criteria and the quality up-small schools with prestige. A general discussion on the topic followed. Whereby Mr. Hill make the motion to form a provision for expansion for the Ivy Network. It was approved.

It was advised that a committee (consisting of president, vice-president-general manager, secretary-treasurer and

among the stations. A weekly news bulletin was suggested that would procure information from each promotion department and submit weekly notices about what is going on in the way of new promotional ideas. Also in the way of projecting more of an "Ivy image", he suggested more publicity on the college radio and Ivy business cards and stationery.

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It was advised that a committee (consisting of president, vice-president-general manager, secretary-treasurer and

three other members) be set up immediatly, and they would work on the final proposal which would be mailed out to the stations for a voiced vote. This was to be done before the spring meeting. Also, a constract for new stations should be drawn up and presented at this time. It was further decided that all decisions of the Expansion Committee were subject to approval by the board of directors, and that the board of directors would remain intact. Mr. Pei moved that nominations for committee members were order. James Hill, Darry Sprague and Bill Seiler were nominated and unanamously elected.

General discussion on affiliate status followed. Jim Hill suggested that the member stations and Ivy remain separate, yet not so remote. New stations would be "representated by" not "members of" Ivy Network. He also urged that new stations not be discriminated against. It was decided that affiliate stations will be represented by the Ivy Network Affiliate Executive Committee consisting of one delegate from each Ivy affiliate.

It was decided that the basic framework for affiliate membership would be the VBR proposal, with the understanding that the committee come up with some positive results and inform the directors as soon as possible on their decisions. The entire problem of expansion wasn't to be left to the committee, but other board members should feel free to submit ideas.

Jim Hill's proposal that members of the Expansion Committee hold office for one year to be elected at the annual Ivy Convention in the spring was adopted. Any vacancies that

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Jim Hill's proposal that members of the Expansion Committee hold office for one year to be elected at the annual Ivy Convention in the spring was adopted. Any vacancies that

should occur on the Expansion Committee due to ineligibility or resignation will be filled by the board of directors. Jim Hill also moved that the Ivy proposal for affiliate compensation be adopted. It was accepted without question.

Mr. Catlett discussed in length his reasons for not having secondary representation for FM stations. Instead FM college radio should remain with Ivy, and thus be represented in a FM group for purchase by someone interested in buying FM only.

Mr. Gahahan suggested that the particular issue be dispensed with for the time and have the issue left to the stations involved. Mr. Robb felt that it wasn't up to the individual stations entirely, but dropped it from further discussion at this meeting.

The final business at hand was to determine a place and time for the spring convention. April 22 and 29th were proposed as possible dates for the convention to be held at Princeton.

Mr. Pei made a motion for adjournment and was so moved. The meeting ended at 1:00 p.m.

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Mr. Cashman suggested that the particular issue be dispensed with for the time and have the issue left to the stations involved. Mr. Hobb felt that it wasn't up to the individual stations entirely, but dropped it from further discussion at this meeting.

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Mr. Pat made a motion for adjournment and was so moved.

The meeting ended at 1:00 p.m.